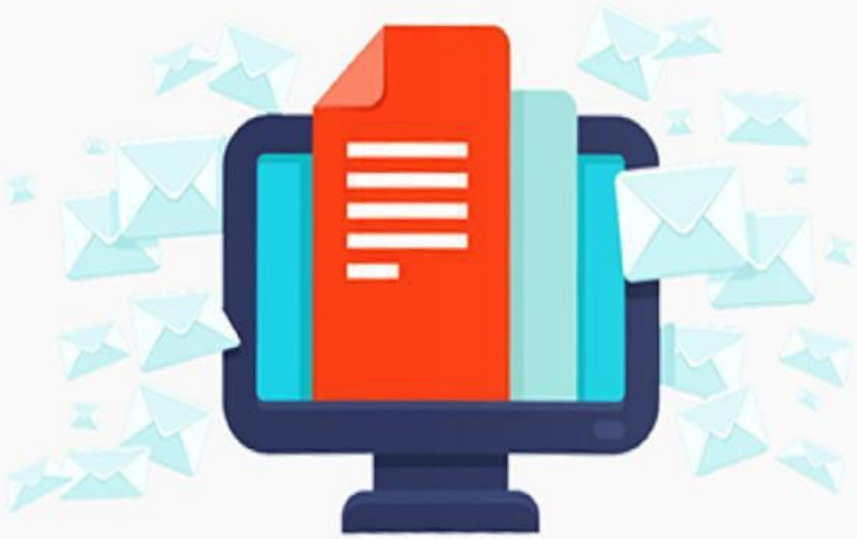
UPDATED VERSION!

EMAIL COPY THAT SELLS



How To Craft **Compelling Emails**

That Get More Clicks, Opens And Sales

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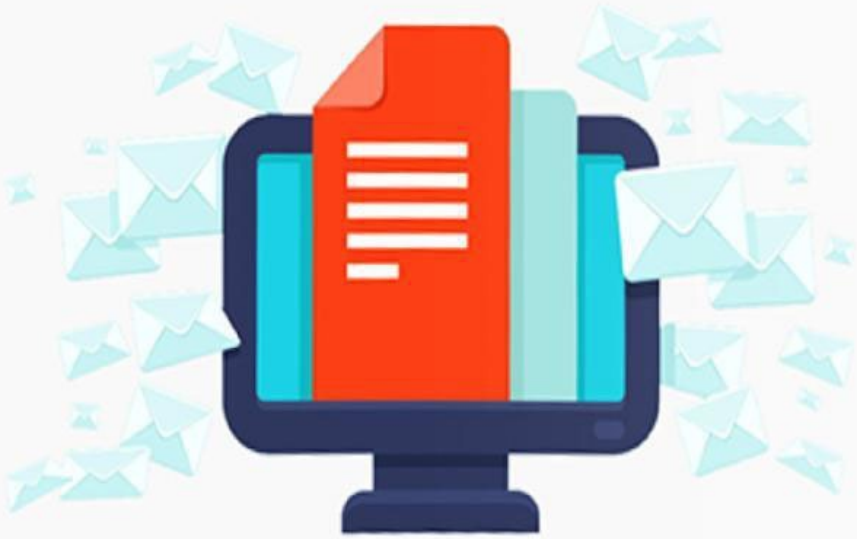

How To Craft **Compelling Emails**

That Get More Clicks, Opens And Sales

Email Copy That Sells

By John Hawkins

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How to craft compelling emails that get more clicks, opens and sales

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Congratulations on Your First Step to

Crafting Compelling Email Copy!

Hi there! Thanks, and congratulations for grabbing your copy of Email Copy That Sells!

I'm excited to bring you this special report where I'll be sharing some of my most valuable secrets and tricks on the subject of email copy.

I commend you for taking this step in growing your business. Email marketing has surely given me the success and freedom and I hope for the same for you.

This guide is purely dedicated to crafting and writing email copy that attracts and motivates your subscribers to open your emails and get them to take action. That's what we want in the end, right?

Just a little bit of a background about me so you know who you're dealing with here . I've been marketing online since 2006, and copywriting was the first skill I learned.

I need to state that I'm not a professional copywriter nor do I claim to be one. I don't do copywriting full-time, but I definitely use it in all my marketing efforts such as writing sales letters, email copy, social media, ads, and so on.

I’ve read dozens of copywriting books but just like with anything else, you have to take action on the material. Being practical beats knowing theory. You’ll learn the most when you actually put things into practice. You can’t learn this stuff in school.

Copywriting is a way of using words to promote a person, business or an idea. Certain words can change the way people feel. As Michel Fortin (a top copywriter) says, “Copywriting is salesmanship in print”.

Copywriting is an art. It’s a skill. If you know how to use the power of words effectively, then you can easily turn prospects into sales.

After many years of marketing online, I’ve written this special report on my take on email copywriting.

I know you’ll gain great knowledge on email copywriting, and I’m confident you’ll get even greater results by implementing what’s shared in this report.

A short disclaimer before I move on: The information I share in this report is based on my experience and what has worked for me. Use this as a guide but incorporate your mix to your own copy. Simply put, use it as a reference to make it easier for you to write compelling email copy! So, without further ado, let’s start

Injecting “Power Words” & Phrases into Your Email Copy

There are certain words that can motivate people. They are called Power Words.

What are power words? Power words are words which create a picture in your mind. This is because we associate emotions and actions with power words.

Here are some of my favorite power words I like to use and examples of how to use them in your email subject line and body:

Brand New

People have a thing with brand new products. They are tired of old and recycled material. They know if you’re announcing something that’s brand new, it’s something you haven’t released or talked about before.

Use “brand new” in your subject line and you’ll experience an increase in email open rates.

Example:

Brand New Software Generates Articles In 1-Click

New

Works similar to “brand new”, but this is a shorter version when your email subject line takes too many characters. I do prefer Brand New over New though.

Example:

New Software Generates Articles In 1-Click

Amazing

Using the word Amazing makes your offer sound irresistible. Do use it sparingly. Don’t overuse it.

Example:

Amazing New Software Generates Articles In 1-Click

This amazing tool knows exactly what people are buying

Professional

This is a great choice of word if you're offering services or graphics templates. When I sell graphics packages, I like to use Professional to describe the graphics. With services, it gives the impression that your customers are dealing with someone who cares about their reputation.

Examples:

100 Professional Banner Graphics for Your Websites

Professional web hosting services

Free

Although this word may attract freebie seekers, it's still a powerful word when combined with the right offer.

I see a lot of marketers trying to avoid spam filers by putting periods in the "free" word, like free or free. Yes, "free" seems to be in the database of spammy words. The only way your email will be considered spam is if you overuse the word. That would trigger a red flag.

If you use an autoresponder like AWeber, you'll be able to use its spam rating tool, and you'll find that it doesn't make much of a difference using the word 'Free'. So, rest assured, use the word free where appropriate.

Examples:

Download Your Free 27-Page Report! Free video tutorial on keyword research

Powerful

The word says it all. Why wouldn’t anyone want something powerful?

Example:

Powerful Web Hosting Plans for All Users

System

People love systematic approaches. It gives them a clear path to achieving a target without all the fluff.

Examples:

New Traffic System Generates Thousands of Visitors… Here’s a simple system to getting more leads

Secret

This is a classic Internet marketing buzzword we love using in all our copy. Why? Because it always works! Who wouldn’t want to know a secret? Besides,

a secret really is something that you don’t know yet.

Examples:

Discover the one secret of 7 successful entrepreneurs

Secrets top real estate agents do not want you to know

Generate

Generate is an extremely powerful word. Who wouldn’t want a tool that generates thousands of visitors to their website? Of course, this word only makes sense when you’re selling a software, a system, a process, etc. It doesn’t quite make sense to use it in a niche like gardening!

The word Generates gives the impression that a tool or system does all the work for you.

Examples:

This simple tool generates niche blogs in minutes! How to generate 2,000 new Facebook Fans today

Guide

Now tell me who wouldn’t want a guide on how to live the 4-hour work week or increase their metabolism? A guide is a powerful word to use in your marketing, since you’re most likely selling digital products anyway.

Example:

Here’s your free guide to travelling around the world on a shoestring budget

Step-by-Step

Similar to the word Guide, you can use Step-by-Step or even combine the two to make it even more powerful. ‘Step-by-Step’ is a word targeted to any level or status, especially a beginner. If you can provide a step-by-step solution to getting rid of a problem, then you’re right where the money’s at. I’ve been using ‘step-by-step’ in my subject lines quite frequently these days as my stats reveal that open rates are higher when used.

Examples:

Your Step-By-Step guide to losing 10 pounds in 7 days…

Step-By-Step video tutorial on designing miniates

How To

One of the best-selling books in self-help is ‘How To Win Friends and Influence People’ by Dale Carnegie. It has sold over 15 million copies. Doesn’t that give you a hint?

Everyone wants a How To approach to achieving a goal.

Examples:

How to eliminate your belly fat in 3 steps…

How To generate a ton of leads & sales

Discover

People are naturally eager to discover new things. We are curious creatures. ‘Discover’ will make your readers curious and excited.

Examples:

Discover how to read a 200+ page book in 10 minutes

Discover 7 Simple Steps to Burning Belly Fat

You/Your

I can’t begin to tell you how powerful the word You/Your is, and I’m not trying to over-hype it here.

The one main emotion people want to feel is importance. They want attention. People want to feel important. They want to feel special. Boost their ego by using this power word.

What you want to do is talk as if you’re having a conversation with a friend. So, avoid saying things like “I wrote this special report for all my subscribers”. Instead, say something like “I wrote this special report for you”.

Example:

Here’s Your 27-Page Report You Can Download

Notice I used TWO You/Your words (even more powerful).

Instant Access

People don’t have time to waste. They want to purchase and get access to your product right now. Of course, this would only be relevant if you’re selling digital products such as eBooks and software.

Examples:

Get Instant Access To 7 Free Videos!

27 Best Productivity Tips (Instant Access)

Using Specifics & Numbers

The more specific you are, the more realistic it looks, resulting in better response.

Which sounds better?

a) How I made thousands of dollars in 7 days OR

b) How I made $4,276 in 7 days? Of course, B!

So here are a few scenarios and examples:

*How I made $1,276 in just 45 days. Notice I included the exact dollars and exact number of days?

*Download 1,100 Professional Website Templates

*How I lost 12 kilos in 29 days

*How to easily gain 30-yards using this program

*How to get rid of acne in just 14 days

*How to generate an extra 5,000 visitors a day

You get the idea.

Using Intrigue and Curiosity

If you can make your subject lines and email copy intriguing, you'll make your readers curious to know more, in turn your open rates will go through the roof!

Here's how to use this method:

Use the word "this". "This" will do wonders to your conversion rates. I always try to use it in my email subject lines and email copy.

Here's how I would use it:

Subject line:

[First Name], This free tool increases your Fan Page Likes…

You can continue to use "this" again in your email body:

Hi [First Name],

Recently I came across this site which helps increase your Facebook Fan Page Likes.

You could easily gain 100-500 new likes per day.

Here’s this tool I’m talking about: [URL]

To Your Success, Your Name

The trick is not to reveal exactly what “this” thing is. The goal is to get them to click on your link so they can find out more.

Use the word “here’.

Here’s I normally use it: Subject line:

[First name] – Here’s your latest Forex special report…

The Power of Questions

Well, I guess this could fall under the previous section, but I think it deserves its own section.

Questions always create curiosity. If someone asked you a question, you'd most likely respond. When I use this approach, I get subscribers actually replying back to my email!

Here are a few examples of how to use it in your subject lines:

*Did you get your copy of this yet?

*What's your favorite self-help book?

*Did you get your download link?

*What's your most burning question about Internet marketing?

*Do you think this is a good idea?

*Did you hear the news?

Special Characters

If you want certain parts of your subject line to stand out, use special characters like (brackets).

Here’s a list of special characters you can use and how to use each:

*(brackets). Examples: Subject line:

(NEW) 100 WordPress Video Tutorials

(LIMITED) 100 WordPress Video Tutorials

*[Square brackets]. Examples: Subject line:

[NEW] 100 WordPress Video Tutorials

[LIMITED] 100 WordPress Video Tutorials

Stars. Examples: Subject line:

HOT 100 WordPress Video Tutorials

LIMITED 100 WordPress Video Tutorials

*“Quotation marks” Example:

Subject line:

100 WordPress “Video Tutorials”

*Exclamation! Example:

Subject line: 100 WordPress Video Tutorials!

The “Cliffhanger Effect”

Have you ever watched an episode of your favorite drama and just when the good part starts, you have to wait for the next episode? Season finales are even worse! You have to wait next year for the show to begin again. This is called the Cliffhanger – when you’re left on the edge, anticipating. The proper term is called the Zeigarnik Effect.

How do you use this in your copy? Simple! I like to use “dot, dot, dot” (periods) or also known as ellipses at the end of the subject line or headline if you’re writing a sales letter/landing page. This gives the shows that there’s more or continues.

I especially like to use it on the first line of the body of my email. This gets your readers to continue reading your email.

Examples:

This one simple adjustment increases your golf swing… Here’s your latest I.M. Report…

Here’s 3 easy steps to burning fat effortlessly…

Start with A Strong Opening

Here’s another tactic to get your readers’ attention:

Use strong openings.

This should be the first line in your email (unless you use the Hi [FIRST NAME] tag).

Here are some example strong openings:

“I’m fed up!”

“It was so difficult!” “They called me crazy!”

Your readers will want to know what’s making you emotional.

Write with Excitement & Emotion

There’s no better way than to write in an exciting and passionate way. Your subscribers will sense it and that passion will shine through.

However, there’s a fine line between feeling excited and being overly hype. Find that balance and add your own voice to your message so you don’t end up sounding like a cheesy salesman.

W.I.I.F.M?

What's W.I.I.F.M.? It stands for What's in It for Me. With anything you offer, there must always be a reason why they should click your link, buy your product, opt-in and so on.

What's the reason why they should buy your product or a product you're promoting?

People don't buy features, they buy based on what they'll get out of it.

Take this as a hypothetical example. We've got an acne cream we want to promote. One of its features is it gets rid of acne. Now, we don't just tell our readers it gets rid of acne. What does that mean to the user? We need to give them benefits. So, I would put it like this:

This cream gets rid of acne, which means you'll feel a lot more attractive, you'll be able to stand tall and confident, and won't be embarrassed meeting people in person anymore.

Sales 101 - People buy based on emotion and then justify with logic.

Scarcity, Deadlines and Limits

Where an offer is limited, let your subscribers know. If there are only 100 copies of a product, include it in your subject line.

Example subject line:

[First Name] – Brand New Fitness Report (100 Copies Only)

Your offer may not have a limit with the number of copies, but it may instead have a time limit.

Example subject line:

[First Name] – Download Your Free Fitness Report (24 Hours Only)

Limiting the number of copies or using a deadline, creates a sense of urgency.

I have subscribers who buy my products straight away without even reading the full sales page because I set limited number of copies and timeframes.

Testimonials and Social Proof

Testimonials, feedback and reviews from your customers are precious. Some people only buy when they know your product has been tried and tested by other people.

Picture this. You’re out with your friends looking for a good restaurant to dine in. There are three restaurants at a block you come across. Two are empty and the other is filled with happy diners. Which would be your choice?

Most people would choose the restaurant that’s filled!

This is called social proof. People will do things that they see other people are doing.

Here’s another scenario. Hotel booking sites integrate a review/feedback system where guests who book a hotel through the site can later leave feedback and rate the hotel. Other people can then see what other guests think about the hotel and then decide whether they would like to stay at that hotel based on the feedback given.

It’s all so common especially nowadays with social media.

You could tell your readers how great your product is, but if they’re skeptical, then they’ll either delay buying your product or not buy your it at all.

Let’s say you had been given positive feedback from a customer of yours. You can use your customer’s testimonial in your email copy. It beats bragging on and on about how great your product is. Wouldn’t it be better if it came from actual customers?

Focus on One Goal

People easily get distracted, especially in this day and age. A website with lots of buttons and links will easily distract a visitor.

When writing any piece of copy, make sure it is focused on one goal.

It could be to get your readers to click on your link to read more, buy your product, and so on. This is the “linear path” method of writing sales copy. The goal is to make them read from top to bottom without getting distracted.

The same idea goes when you’re writing your sales copy on your website. You wouldn’t want to promote 10 different products and have 10 different banner ads on one page. You want to get them to just buy one product.

The All-Important Call-To-Action

You’d be surprised how many marketers don’t ask their readers what to do or at least don’t use calls-to-action enough.

Your reader must know what to do, and what action they need to take. What is it that you want them to do? Specify exactly. “Click on this link to find out more”

“Continue reading this article” “Click here to order now” “Grab your copy today”

“Secret your spot using this link”

Links That Motivate & Look Appealing

When you're cloaking your links, use verbs or in other words, action words to increase click-through rate.

What do I mean buy that? Here are a few examples:

www.yourdomain.com/Download-Report www.yourdomain.com/Get-Access

Of course, you can also hyperlink your calls-to-action like Click Here To Find Out More. That call-to-action can be hyperlinked in your email via your autoresponder service.

Follow Up, Follow Up, Follow Up!

Everyone is busy. Everyone is distracted. Everyone has choices. How do you get your subscribers' attention? By following up on them! Studies have shown it takes 7 to 9 "exposures" to close a sale, whether it's via email or phone.

The reasons why you should follow up is because your subscribers might have been too busy when they first read your initial email. Most times, one email to your list just isn't enough. I've found that I get almost as many sales on my follow-up email as my initial email.

When I launch a product, I normally mail out every day for the first three days. Again, you'd be shocked to find that sometimes you make more sales on your follow up messages. If you can put the offer in front of them enough times, they will take action on it. It's also important to note that you need to give them a reason why they should get it. In other words, explain the benefits! This was explained in the W.I.I.F.M. section.

Don't be scared to mail out more than once. You'll always get people unsubscribing but overtime, you're filtering out the subscribers who want to hear from you and those who don't.

The First Line in Your Email Body

Take advantage of the first line in your email body. Your first line in your email body should act as a sub headline, where your subject line is your main headline.

Some email programs like Gmail show the first few words of the email after the subject line. Here's a look at my Gmail "newsletters" account:

So, utilize this valuable space with words that get your readers wanting to know more.

The P.S.

The P.S. is a great place to summarize your entire email in just one sentence or state the biggest benefit. It's also a great place to embed a call-to-action like "Remember, you must grab your copy by January 28th to claim your bonus. Click here now".

The P.S. is especially useful for those who simply skim and don't read your email properly.

Here are a few P.S. templates you can use:

*P.S. - Make sure you grab your copy of before it ends in hours! Go here now:

{link}

*P.S. - Oh, I forgot to tell you, there's a special gift waiting for you on the page:

{link}

*P.S. – it's going out fast! So please make sure to claim your copy today:

{link}

*P.S. – What are you waiting for? The faster you get you copy, the faster you'll gain more traffic to your site:

{link}

P.S. – People are raving on about this! Make sure you grab your copy right now before I remove this special offer for good:

{link}

Write as If You’re Writing to A Friend

Here’s the secret to writing emails that absolutely out beats any other type of email:

Write as if you’re writing to a friend.

That’s it!

You don’t want to sound like a professional who’s only out to collect your money. Talk as if you’re talking to a friend.

If you find it hard doing this, pretend you’re writing to your best friend whose name is “John”. Once you’re done writing your email, take “John” out of the copy.

Also, your copy doesn’t always need to be perfect. In fact, you’ll actually get your subscribers letting you know if you made a mistake with a word. At least you know they’re responding.

Tell A Story

Quite related to the previous since it's about being "personal" is to tell a story in your email. It's effective and works with any type of message you want to get across.

It grabs the readers' attention and makes them want to read more.

Don't be intimidated by storytelling, too. Most people think that they have to write like Shakespeare and that a story must start with a "Once upon a time…", but a story can be as simple as you want it to be.

Here are some examples of stories in action:

"I was out with my kids yesterday and something just struck me…"

"I hope your week's been great! It's been pretty productive on my end as I'm getting closer to launching my latest product."

"Do you find when writing, you end up staring at a blank screen? I find that I have that problem too. Yesterday I was attempting to write an eBook but failed! I mean I drank my coffee, had a good night's rest and started off with a healthy breakfast, but I was still mind blank in the end."

You get the idea? It’s that simple!

Use stories to your advantage. If you don’t have any, just make one up. Besides, some of the best stories are fiction anyway.

Speak Their Language

I’m not talking about speaking English, French or Japanese here, but speak using their vocabulary and technical words that makes sense in your field.

For instance, I prefer using the word “subscribers” as opposed to “leads” when I’m speaking to my audience, as most are more familiar with subscribers. Also, “leads” sounds a little bit too “salesy”.

How to Copy Smokin' Hot Email Subject Lines

Ever wanted to know what subject lines actually work?

Here's what to do. Sign up for a dedicated email address and then opt- in to as many top newsletters in your field. Periodically, check your new email account and skim through the emails that get your attention!

Take note of what words the marketer used and create your own "swipe file" of golden subject lines. If it gets your attention, then most likely it'll get your readers' attention too.

Things to Avoid

Don’t Spam! Obvious but it must be said. The last thing you want is for your subscribers to hit the “spam” button. Most people get so much junk mail these days, anything that has a hint of spam gets deleted straight away.

Don’t Use Higher Case Letters. As much as you want to get the attention of your readers, you Don’t want to go overboard. Using higher case letters makes you sound too aggressive. You want to sound friendly, so the best way is to use lower case letters, for example: Did you get access to the latest version?

Avoid the word “we” unless you work for a big corporation like Apple or Microsoft. You don’t want to sound like a big firm trying to sell you something. You want to be that one person your subscribers know, like and trust. You want to be that person who has been through what they’re going through.

Don’t use the word “Hey”. Yes, quite surprisingly quite a few of my subscribers found it rude. I used it in a couple of my mailings and they responded back to the email telling me not to call them “hey”. Instead, use “Hi”. You’d think “hey” would sound friendlier, but it doesn’t seem to be the case in my experience. But if you’re getting good response from it, then “hey”, use it!

Avoid the slang “bro”! I’ve stressed the importance and effectiveness of being personal in your emails, but adding slang to the picture may actually have the opposite effect. Avoid using too much slang because not all your audience will understand. Stick to layman’s terms.

Don’t use the email swipes that vendors and affiliate programs provide you. This is probably a good way to kill your list. Yea, it might be easy to just simply copy and paste the email provided in the affiliate promotional tools, but then you’d end up like the other hundred marketers who use the exact same email.

The One Little Secret That Gets People

Opening Your Emails Like Crazy

Here’s the secret to getting people to open your emails like crazy write your subject lines that describes the body of your email! That’s it!

If your subject line is misleading, you’re going to get a lot of pissed off subscribers.

In addition, Can-Spam Act compliance guide states that your subject line Must be related to the body of your email. Stay safe than sorry!

One other thing, don’t write your subject lines like advertisements like “Buy 1 Get 1 Free! Today Only!” That just screams “Spam”.

Final Words

Copywriting is an art. It’s not something you can “buy”. It’s a special form of writing to help you influence and persuade your prospects into delivering your message across effectively.

Use the techniques shared in this guide in all aspects of your marketing such as your product offers, landing pages, social media profiles, print ads and more.

At the end of the day, there really is no right or wrong to writing good copy. What I’ve shared are tactics and practices. You should test, track and measure what works for you and adjust along the way.

I hope you’ve gained lots of great insights or at least found a few golden nuggets you can take away and use now to increase your email response rates!

I wish you all the best!

About Author

John skill's with IT industry has propelled him into many different online businesses, including book publishing, affiliate marketing, Click bank Product Launch, niche business sites and SEO work. He helps people to make money working through the internet.

John is also a budding author, with self-help being his favored genre. His titles to date include, Affiliate Marketing Blueprint, Facebook Marketing Mastery, YouTube Marketing 101, Click bank Success Secret, AdSense Cash Cow, Ultimate Passive Income, Email Marketing Secret, CPA Marketing Success Secret, Career in Freelancing, Blogging Success and many more. He plans to follow these with even more titles in the future, to help as many people as he can to find the same success that he has.

If you have any question regarding internet marketing or online business or need any help please feel free to send email to John. You can contact John here: johnhawkinsplanet@gmail.com